FDEO Technical Assistance Grants

• East Central Florida RPC, Tampa Bay RPC & ALTA Planning
• Year 1 – 2015/2016
  • Urban – Rural Overlay
• Year 2 – 2016/2017
  • Implementation Guide Book
  • Marketing Plan
  • Website
  • Economic Impact Analysis
Year 1: Urban – Rural Overlay Study

• Atlas
  • Assets and Opportunities Inventory

• Branding
  • Maintain local character
  • Create common overlay

• Design Guidance
Year 2: 2016/2017

• Implementation Guidebook
• Marketing Tool Kit
• C2CTrail.com Website
• Economic Impact Analysis
Marketing
The Coast to Coast Trail (C2C) is a significant cross-state trail in Florida’s statewide network of Greenways and Trails, spanning from the Gulf of Mexico to the Atlantic Ocean and traversing nine counties. The Trail will span approximately 250 miles when completed.

Ride from sunrise to sunset through pristine environments and great places.

For trail info and trip planning, go to website

Plan your Trip, use:

www.c2ctrail.com
The Coast to Coast Trail (C2C) is a significant cross-state trail in Florida’s statewide network of Greenways and Trails, spanning from the **Gulf of Mexico** to the **Atlantic Ocean** and traversing nine counties. The Trail will span approximately **250 miles** when completed.

*Local content*

Following the path:

*Local content*
Marketing Logos to Suit your Need:
Simple Identification:
Examples:
Implementation and Marketing Toolkit

May 2017
Provide direction for consistent implementation, management and operations, coordinated marketing, and ongoing leadership coordination.

Give trail users a high quality, consistent experience while preserving local ambiance.

Comments due to Marshall Flynn (marsh@tbrpc.org) By Friday, May 19th
Guidebook Comments to Date:

• Highlight how the logo and mile markers can be implemented on existing signage to ensure that C2C enhances but does **not** supersede local trail names, marketing, and local feel.

• Emphasize that SunTrail funding is only for the physical TRAIL itself, not features and amenities along the trail.
WWW.C2CTrail.com
Upon completion, the Coast-to-Coast Trail will be a continuous paved multi-use trail across the State of Florida from the Gulf of Mexico to the Atlantic Ocean. It will span approximately 250 miles when completed. The Connector is approximately 75 percent complete. Completion is expected around year 2021. The C2C will link communities between St. Petersburg and Titusville.
Sporadic, but continual updates

• Time and Funding permitting, of course
• Here at RPC for time-being....
• Additional section: photo gallery?
• Enhancement: Interactive Map(s)?
  http://gis.tbrpc.org/c2c
• Guest Articles from stakeholders?
Economic Impact Analysis
Economic Impact Analysis

- Construction Impacts
- Data collection
  - Visitor Counts
  - Average daily spending estimates
  - Average number of days on the Trail per visitor
  - Total Annual Spending in 2015 - estimates
  - Total Annual Spending in 2025 - forecasts

- Spending Pattern and Opportunity Costs

- Impact analysis output
  - Employment, Income, Output, GDP
Economic Impact Analysis: Construction

<table>
<thead>
<tr>
<th>Gaps</th>
<th>County</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starkey</td>
<td>Pinellas/Pasco</td>
<td>$3.9M/$2.0M</td>
</tr>
<tr>
<td>Good Neighbor</td>
<td>Hernando</td>
<td>$2.745M</td>
</tr>
<tr>
<td>South Sumter Connector</td>
<td>Sumter</td>
<td>$11.407M</td>
</tr>
<tr>
<td>South Lake</td>
<td>Lake</td>
<td>$12.630M</td>
</tr>
<tr>
<td>Seminole/Volusia</td>
<td>Seminole/Volusia</td>
<td>$1.100M</td>
</tr>
<tr>
<td>Orange</td>
<td>Orange</td>
<td>$9.387M</td>
</tr>
<tr>
<td>Space Coast</td>
<td>Brevard (East Central Gap)</td>
<td>$7.35M</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>All Counties</strong></td>
<td><strong>$50.509M</strong></td>
</tr>
</tbody>
</table>

**Impacts**

<table>
<thead>
<tr>
<th>Economic Indicators</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employment</td>
<td>804</td>
</tr>
<tr>
<td>Total Personal Income</td>
<td>$38 Million</td>
</tr>
<tr>
<td>Total Output</td>
<td>$82 Million</td>
</tr>
<tr>
<td>Total Gross Domestic Product</td>
<td>$50 Million</td>
</tr>
</tbody>
</table>
Results

Economic Impact of Coast to Coast Trail

Construction
- 804 Jobs
- $82 Million Sales
- $38 Million Personal Income
- $50 Million GDP

Visitor Spending
- 2,845 Jobs
- $235 Million Sales
- $143 Million Personal Income
- $140 Million GDP

Source: REMI PI+, Florida Counties, V2.06 Build 4056, April 2017
Economic Business Opportunities
Moving Forward
Economic Development & Marketing

• Lake County Economic Develop Staff Volunteered to Coordinate Subcomittee
  • EDC/TDC Meeting in late summer
  • Marketing and Partnerships

Leadership Team Meeting

• Fall 2017

• Agenda Items
  • Set Action Items
  • Set Schedule
  • Others
Follow the progress…

C2Ctrail.com

Contacts

Tara McCue
East Central Florida RPC
tara@ecfrpc.org

Marshall Flynn
Tampa Bay RPC
marsh@tbrpc.org

Brian Ruscher
Alta Planning + Design
brianruscher@altaplanning.com